

# CALL FOR PAPERS

**Management Dynamics**

**ISSN: 0972-5067**

Dear Sir/Madam,

Greetings from Jaipuria Institute of Management, Lucknow.

Jaipuria Institute of Management, Lucknow is organizing its 15<sup>th</sup> annual conference, IIC on February 26 & 27, 2021. The theme of this year's IIC is "**The Resurgent & Emerging State of Uttar Pradesh (U.P.)**" It has been chosen keeping in mind the resurgent avatar of the state. With the economic developments, changes in political landscape and technological advancements, UP has suddenly caught the notice of everyone. People are beginning to get more and more interested in the state. There have been massive investments in all corners of the state by corporates as well as by the public sector. The 15th edition of IIC shall focus mainly on the land of immense opportunities having people with tremendous potential as the next best thing to happen. The following broad areas shall be covered in the conference:

Human Capital Development (Including Education, Social Entrepreneurship, Grass root level work)

- Agriculture: Issues & Challenges (New reforms, sustenance)
- IT & Tourism (Religious)
- Infrastructure & Urban Development
- From Agriculture to Labour Intensive (MSMEs, ODOP, manufacturing hubs)

Research papers, case studies, book reviews etc. are invited for presentation in the conference. Selected papers shall be published in the forthcoming issue of Management Dynamics, bi-annual journal of Jaipuria Institute of Management.

**The journal is Abstracted/Indexed in I-Scholar, J-Gate, EBSCO, ProQuest, Ulrich Periodicals & Indian Citation Index (ICI).**

The interested contributors are highly encouraged to submit their manuscripts/papers online through the link <https://www.jaipuria.ac.in/campuses/jaipuria-lucknow/publication/management-dynamics/online-submission/> or directly to the editor through the mail [editor.lucknow@jaipuria.ac.in](mailto:editor.lucknow@jaipuria.ac.in).

## **About Jaipuria Institutes of Management**

Jaipuria Institutes of Management with campuses at Lucknow, Noida, Jaipur and Indore are among the premier B-Schools of the country. The Jaipuria ethos is focused on creating and nurturing the next generation of thought leaders through intuitive education. This ongoing quest for ensuring academic excellence led us to set up the first Jaipuria Institute of Management in Lucknow in 1995. Today Jaipuria is one of the largest groups in northern and central India to offer AICTE approved PGDM. It is but a testament of Jaipuria's commitment to provide transformational education and the quality that it assures year after year, that the National Assessment and Accreditation Council (NAAC) has accredited Jaipuria Lucknow and Noida with the prestigious A-GRADE rating. Also, its institutes have been consistently ranked amongst the best B- Schools in the country.